

**BEST BUY™**

95-116

October 27, 2003

Commissioner Michael Copps  
Federal Communications Commission  
445 - 12th Street SW  
Washington, DC 20534

RECEIVED &amp; INSPECTED

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FCC - MAILROOM

Dear Commissioner Copps:

We are concerned about the upcoming implementation date for wireless local number portability (LNP). Only now is the FCC finalizing the rules for LNP, which delays our ability to begin establishing processes and procedures within the retail outlets to ensure our ability to support a smooth transition by November 24th

Best Buy is North America's leading specialty retailer of technology and entertainment products and services. Best Buy currently operates 570 stores in 48 states, reaching an estimated 300 million consumers per year.

From a retail standpoint, the November - December timeframe is our busiest season. The resources necessary to implement an untested and unique process such as porting numbers from one carrier to another at the point of sale during our most critical sales season will have a negative impact to our business and on our ability to properly serve our customers.

Because the FCC is still working to address porting issues pertaining to wireless-to-wireless carrier porting, many issues are still left unresolved and proper training of our sales staff has been delayed. Some important implementation matters relating to wireless-wireless porting also remain. These critical issues, if left unresolved, will substantially impact the porting process at the retail level. This adds up to a potentially unpleasant consumer experience with the probability of significant lost revenue to retail stores across America.

We respectfully request that you ask the FCC to delay the implementation date for number portability to a date that does not adversely impact retail sales at our busiest and most profitable time of the year.

Sincerely,



Paula J. Prah  
Vice President, Public Affairs

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